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AltaVista Delivers Free *Internet* Access With World's First MicroPortal
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AltaVista Delivers Free *Internet* Access With World's First MicroPortal

TEXT:

First
Totally Free *Internet* Service Offers Online Access and the Fastest,
Easiest Way to View, Customize and Search Content on the Web

\$5M Give-away in Electronic Cash Good...

AltaVista Company today announced the immediate availability of free
Internet access combined with the world's first microportal.

AltaVista FreeAccess and the AltaVista MicroPortal are available now as
a single integrated service downloadable for free...

...industry's leading AltaVista Search
site at <http://www.altavista.com>.

AltaVista FreeAccess is a new, nationwide dial-up free service offering
a high-quality *Internet* connection without monthly service fees.
AltaVista uniquely combines the FreeAccess service with the new
AltaVista MicroPortal, an up-to-the-minute personalized desktop window
to...

...total \$5 million in electronic cash certificates good for more
than one million products available at AltaVista's Shopping.com.

AltaVista is the first leading *Internet* brand to offer users free
online access and the ability to browse the entire Web and link to
personalized services.

"A totally free *Internet* service takes on significant importance when
quality is the underlying proposition," said Rod Schrock, president and
CEO of AltaVista Company. "Only AltaVista is delivering a totally free
Internet experience that fulfills the expectations and high standards
of Web enthusiasts. Why continue to pay \$240 per year or more when a
totally free service easily meets your needs?"

AltaVista's new *Internet* offering has successfully undergone a testing
period for several weeks among several thousand users.

"All indications lead us to believe this will be a tremendous offering
from AltaVista. We anticipate an immediate, overwhelming demand for
this integrated, totally free *Internet* service," said Schrock.

AltaVista FreeAccess -- First Free *Internet* Connection from Top
Internet site

Recognizing that free *Internet* access is now the fastest growing way
for users to get online, AltaVista is offering FreeAccess service with
a wide selection of local dial-up numbers for *Internet* access from
anywhere in the U.S.

AltaVista's FreeAccess service works with any Web *browser* and is
accessible to users who have *Internet* Explorer version 4 or higher
installed on their PC. My AltaVista is the permanent home page
displayed every time a FreeAccess user logs onto the *Internet*, giving

users instant access to customizable content and services available on the AltaVista Network. FreeAccess operates on *Windows* 95 and *Windows* 98 and will soon be available for *Windows* NT and Macintosh users. AltaVista provides a free Web-based email or a premium service that is accessible through the FreeAccess connection to theInternet.

In providing users with free *Internet* access, AltaVista has formed a relationship with 1stUp.com, a technology developer based in San Francisco. 1stUp.com's patent-pending technology provides a scalable...

...of 1stUp.com. "As a market leader in online media and commerce, and with its legendary brand, AltaVista is uniquely positioned to make ad-supported *Internet* access a tremendous success."

AltaVista FreeAccess includes a small window with rotating relevant advertisements and links to the advertisers' sites. This window takes up less...

...and can be positioned anywhere on the screen at the user's discretion.

The AltaVista FreeAccess and MicroPortal service provide significant revenue-generating opportunities to *advertisers* by enabling them to more closely *target* *advertising* messages to groups of users based on aggregate *profile* information. The *advertising* window remains always open when using the FreeAccess service.

World's First MicroPortal

The world's first MicroPortal allows users to easily navigate all that the Web has to offer through a small micro-*browser* application that remains open as a separate desktop window, without disrupting the user's browsing or other desktop activities.

Acting as a constant gateway to...

...relevant to their needs.

Rewards to Users

To add more excitement to the availability of the MicroPortal and FreeAccess offerings, AltaVista will give away an *Internet* record \$5 million in electronic cash certificates good for use on the more than one million products available at Shopping.com. The incentive program is by users in the U.S.

About 1stUp.com

1stUp.com is the market leader in providing consumer-oriented businesses with ad-supported *Internet* access solutions. 1stUp.com provides patent-pending technology that enables its partners to offer branded, cost-effective *Internet* services to their customers. 1stUp.com acts as the brand behind the brand, enabling a broad spectrum of businesses to offer free or subsidized *Internet* access using 1stup.com's technology.

1stUp.com is a privately held company based in San Francisco and has received investments from LodgeNet Entertainment Corporation...

...visit 1stUp.com at
<http://www.1stup.com>.

About AltaVista Company

AltaVista Company is the premier online media and commerce network. The company integrates unique *Internet* technology and services to deliver relevant results faster for both individuals and Web-based businesses. By combining distinctive AltaVista brand services with "best of the Web relationships," the AltaVista Network creates the most

satisfying *Internet* experience.

AltaVista is building on its heritage of technology and innovation leadership, offering *award*-winning services including: My AltaVista, AltaVista Finance, The AltaVista MicroPortal/FreeAccess service (<http://www.microav.com>), AltaVista Search, AltaVista Local Portal Services, and AltaVista's...

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